Publisher User Manual

AdTool Management

A manual on how to use the TradeDoubler performance based marketing interface

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1. Introduction

Welcome to TradeDoubler! Start earning money from your website today, it's quick, it's easy and it's free.

TradeDoubler partners with all types of website owners, to successfully increase the value of their traffic. Through TradeDoubler's platform you can monitor and evaluate the traffic to your website and convert it into revenue. Access our network of leading brand advertisers and build profitable partnerships. Select the best deals that suit your business model. Offer your website visitors well-targeted compelling advertising to boost the appeal of your content. Work with TradeDoubler's expert teams and gain a virtual workforce committed to growing your online revenues and partnerships with top advertisers on your behalf. Optimise the advertising space on your website by measuring the effectiveness of ads. TradeDoubler administer all payments and ensure you are paid reliably and on time.

About AdTool

AdTool is a unique advertiser technology where the entire product database of TradeDoubler can be used to create an offer driven ad pool (pools provide banner rotation functionality based on specified criteria).

Christmas
Best Selling Gifts
Apple Store
Apple Store
Apple Store
Free engraving on all iPods ordered from Apple Store
iPod white 80 GB
- Free engraving. Free shipping. Up to 20,000 songs, 25,000 photos, 100 hours of video in your pocket.iPod white 80 GB - Free Engraving and Free Delivery - Free Engraving and Free Delivery
£259.00
more info
iPod nano Pink 4 GB
- Free engraving. Free shipping. Completely remastered with an anodized aluminum enclosure. 1000 songs.iPod nano Pink 4 GB - -
£129.00
more info

Through an automatic file transfer, TradeDoubler are able to use products and the editorial content that supports these products, as the basis for the design of specific ad. This means for example that if the price of a product is changed this will be reflected automatically in the ad or if the product runs out of stock the product is removed from the list of graphical elements.

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An AdTool Unit consists of two parts, a Content Unit and a Template. A Content Unit is a group of products that are selected from the product database of TradeDoubler; the product database contains products from all advertisers that have provided TradeDoubler with Product Feeds (product database files used to display correct information in the AdTool Unit). It is possible to select individual products from one or several advertisers.

The Template functionality makes it easy to create custom-made product layouts for the website, the Template defines how the product information in the Content Unit is displayed. By connecting a Template to a Content Unit, an AdTool Unit is created and the selected products can be promoted on a publisher website. So instead of a banner or a text link, it is possible to display a product driven, dynamic ad which allows you to push specific products and offers and thus the potential to increase conversion rate.

The pages for AdTool units can be found in **Ad Management/AdTool.**

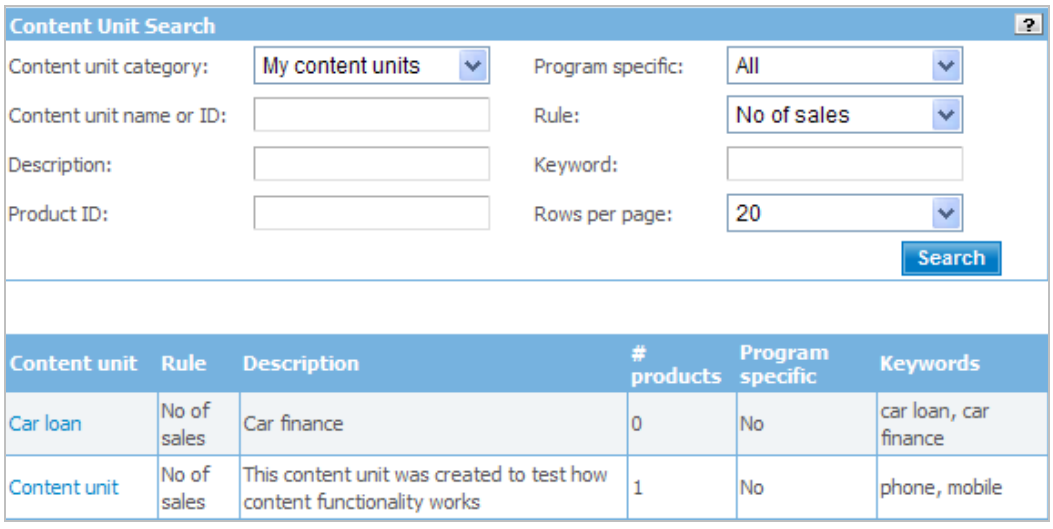
2. Search Content Unit

To search for a Content Unit:

1. Click **Search content unit.**

2. Click **Ad management** and then **AdTool** in the left-hand menu.

3. Created Content Units are listed, use this page to edit or delete existing Content Units.



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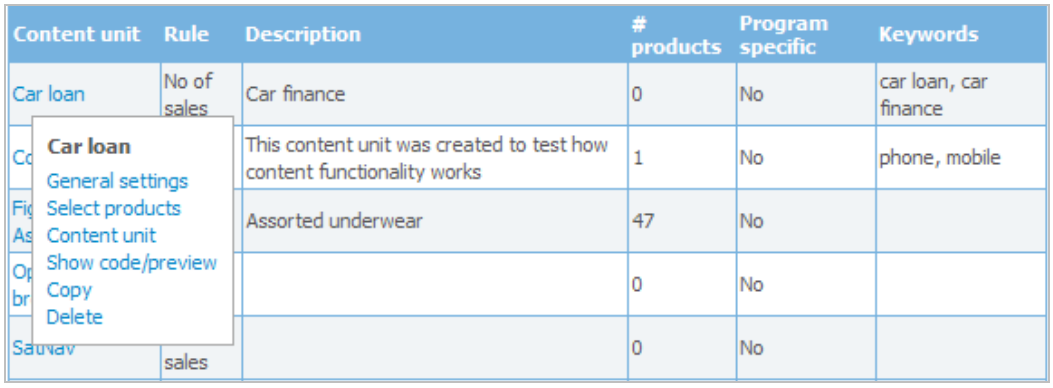
4. Click the name of a specific Content Unit to view a list of available editing options, click on one of the options to go directly to the page for editing the Content Unit. These options are explained in detail in the chapters to come.

   - General settings
   - Select products
   - Content Unit
   - Show code/preview
   - Copy
   - Delete



5. To search for a specific Content Unit, enter the search criteria:

   - **Content unit category**: My Content Units, Advertiser Content Units or TradeDoubler Content Units.
   - **Content unit name or ID:** Search for Content Unit with a specific name.
   - **Description:** Enter a word or a text that could match a description of the Content Unit you are searching for.
   - **Product ID:** Enter a specific ID of the Content Unit.
   - **Program specific**:
     - Yes: If a Content Unit is program specific it means that it can only be connected to a Template of the same program.
     - No: If not, the Content Unit can be connected to Templates of all programs.
   - **Rule**: Search for a content unit with a specific rule, rules are described at the end of this chapter.
   - **Keyword**: Search for a Content Unit with a specific keyword.
   - **Rows per page**: Specify number of Content Units to display per page.

6. Click **Search**

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3. Create Content Unit

This chapter includes everything needed to set up the Content Unit and includes the following chapters:

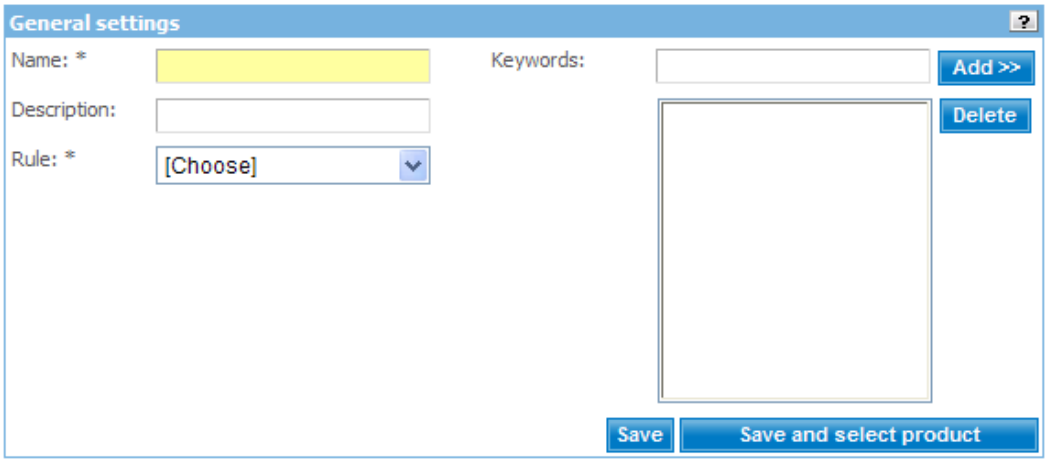
- **General Settings**: How to set the general settings of the Content Unit.
- **Search for Products**: How to search for products to include in the content Unit.
- **Select Products**: How to select products for the Content Unit.
- **Content Unit:** How to see an overview of the products in the Content Unit.
- **Show Code/Preview**: How to generate the code for the Content Unit and how to preview the AdTool Unit.
- **Rules for Content Unit**: Describes the rules of the Content Unit. A rule decides on which grounds the products within the Content Units shall be allocated views or impressions.
- **Keywords**: How to set keywords that are used to enhance the search functionality.

General Settings

1. Click **Ad management** and then **AdTool** in the left-hand menu.

2. Click **Create Content Unit**

    - Name the Content Unit
    - Add a description
    - Select one of the rules available. Rules are described at the end of this chapter.
    - Optionally, enter keywords, write the name of the keyword and click **Add**.



3. Click **Save and select products**. It is also possible to click **Save** to come back and select products at a later stage.

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Search for Products

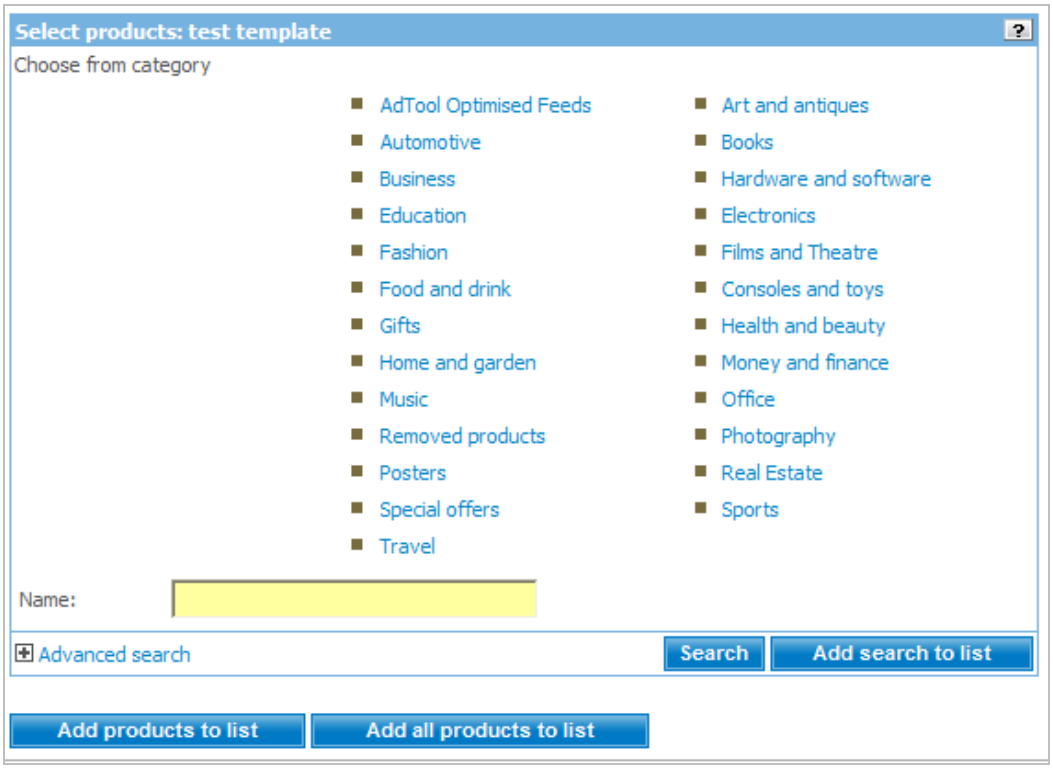
To search for products for the Content Unit:

1. Search for products in a number of ways:

   - **Choose from category**:
     Click one of the categories in the list. The category **AdTool Optimised Feeds** is set up by TradeDoubler as an optimised category, typically the best selling products.

   - **Name**: Enter name of the product. The search string entered can be a part of the entire value but not a part of a word. For example; a search for "car" gives the result "car phone" but not "carphone". It is also possible to search for multiple search phrases by using AND, i.e. car AND phone. Words can be excluded from the search by using NOT, i.e. car NOT phone.

   - **Advanced search**:
     - Min and Max price
     - Category: Displays the selected category from the category list and gives the possibility to search within that category only.
     - Description
     - Product name Product details: Additional product information such as brand, colour, ISBN number, extra image URLs, shipping costs etc.
     - Programs: Choose one or several programs, not choosing a program is the same as choosing all programs.



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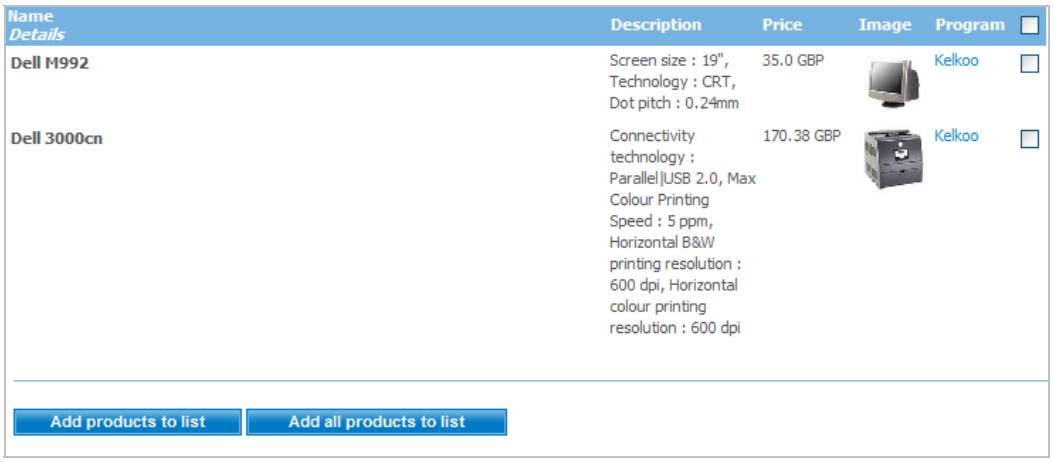
Select Products

Adding products to the Content Unit can be done in a number of ways:

- Click **Add search to list**. Adds all products that fit the search, dynamically. This means that if a new product comes up that fits the search, it is automatically added to the Content Unit. If a product changes and no longer fits the search; it is removed from the Content Unit. It is possible to go back and do another search to add more products to the Content Unit. The limit is ten (10) searches to each Content Unit.

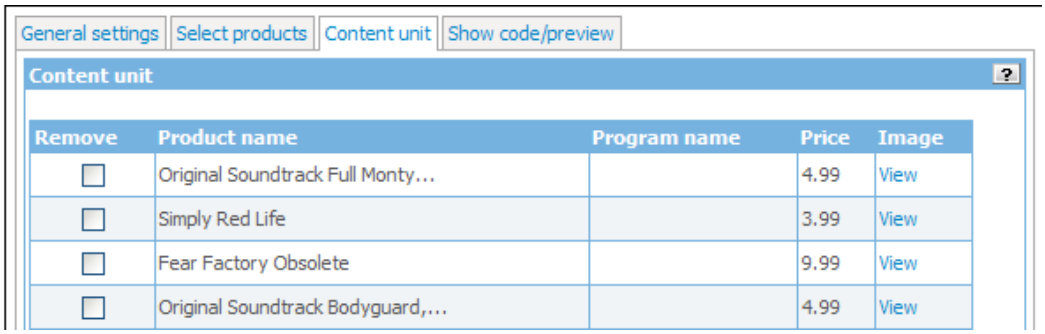
- To add certain products individually, tick the checkbox next to each product then click **Add products to list** at the bottom of the search page.

- To add the whole category of products to the Content Unit without making it dynamic, click **Add all products to list** at the bottom of the search page.



Content Unit

This page displays the products that have been chosen. Remove products from the Content Unit by ticking the checkboxes and click the delete button.



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Show Code / Preview

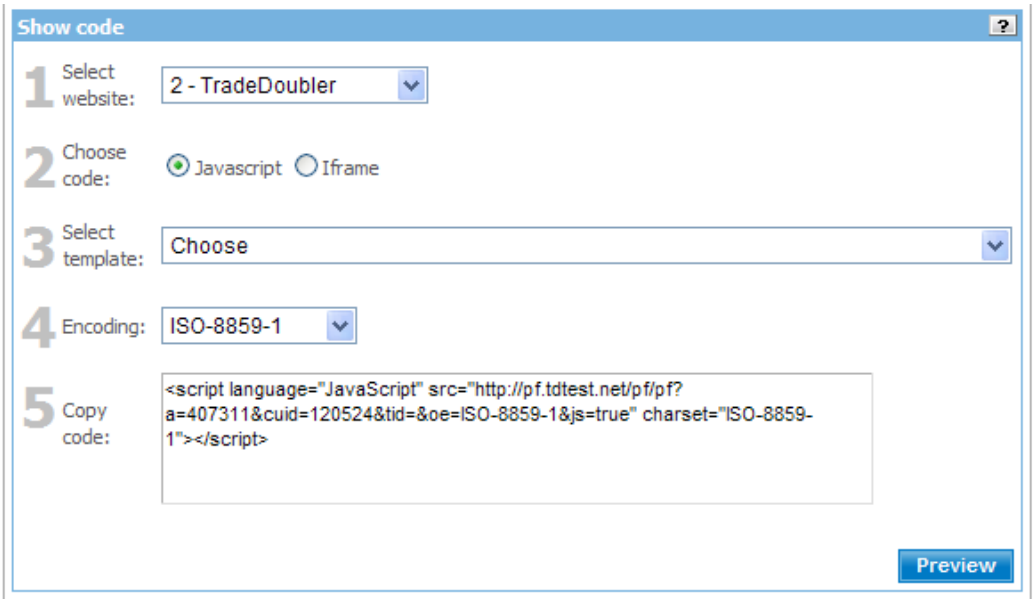
On this page the website and Template is selected to preview the AdTool Unit. A template must have been created before preview is possible.

1. Click the **Show code/preview** tab

2. Fill in the following information:
   - Select website
   - Select type of code, JavaScript or Iframe
   - Select Template in the dropdown list
   - Select encoding in the dropdown list

3. Click Preview

4. Copy the code and paste it in the HTML code of the website.



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Rules for Content Units

A rule decides on which grounds the products within the Content Units shall be allocated views or impressions, how the products in the content unit rotates. In other words, which parameters that should govern the optimisation of a Content Unit.

A Content Unit optimises itself and displays more frequently those products that are performing well according to the chosen metric. For example, choose CTR (click through rate) as optimisation metric, the Content Unit displays the products with a high CTR more often than the ones with a low CTR.

- **eCPM** (effective cost per thousand impressions): The Content Unit optimises based on the revenue the Content Unit generates for you, i.e. more views are allocated to those ads that generate the most revenue. eCPM is calculated by dividing total earnings by total number of impressions in thousands.
- **Sales value**: The Content Unit optimises based on sales value.
- **No of sales**: The Content Unit optimises based on number of sales.
- **Conversion rate**: The optimisation is governed by conversion rate; the rate at which clicks are converted into sales. We optimize on impressions to maximize the amount of leads.
- **Random**: The products are given views randomly and on average they receive the same number of views, there is no optimisation.
- **Lead conversion rate**: The optimisation is governed by lead rate; the rate at which clicks are converted into leads. We optimize on impressions to maximize the amount of leads.
- **CTR (Click-through rate):** The optimisation is governed by percentage of clicks for the number of advertising impressions displayed.

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4. Search Template

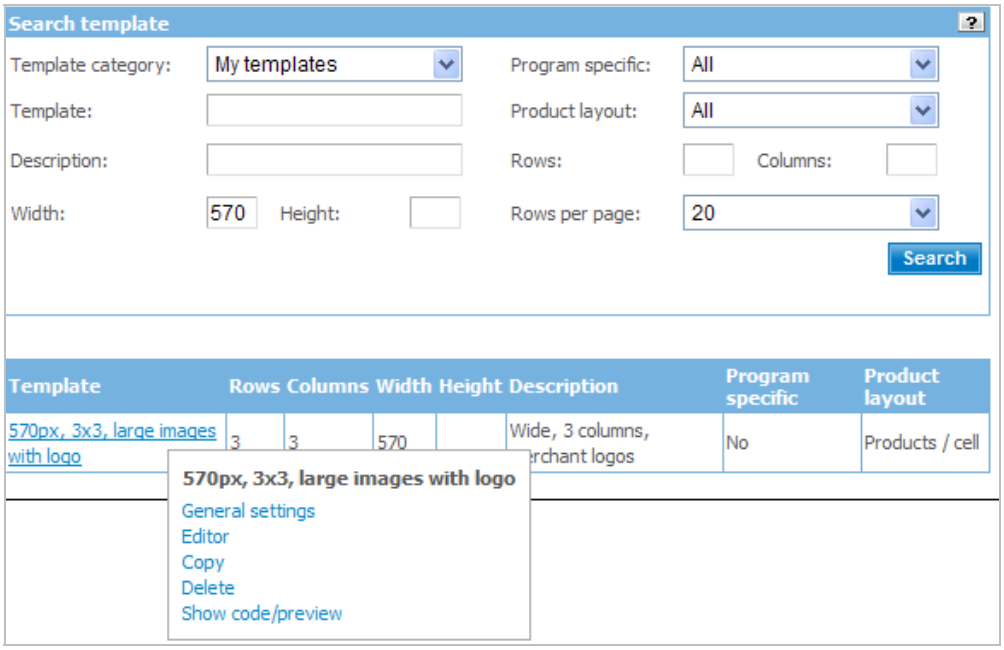
To search for a Template:

1. Click **Ad management** and then **AdTool** in the left-hand menu.

2. Click **Search Template.**

3. Created Templates are listed, use this page to edit or delete existing Templates.

4. Click the name of a specific Template to view a list of available editing options, click on one of the options to go directly to the page for editing the Template. These options are explained in the chapters to come.



5. To search for a specific Template, enter the search criteria:

   - **Template category**: My Templates, Advertiser or TradeDoubler Templates.
   - **Template**: Search on the name of the Template.
   - **Description:** Enter a word or a text that could match a description of the Template you are searching for.
   - **Width** and **Height:** Enter a specific size in pixels.
   - **Program specific**:
     - Yes: If a Template is program specific it means that it can only be connected to Content Units of the same program.
     - No: If not, the Template can be connected to Content Units of all programs.
   - **Product layout**: Choose **Products row** if you want to display the different types of information of a product (image, description) in one row in separate cells after each other. **Products cell** displays all the product information in a single cell (image, description).

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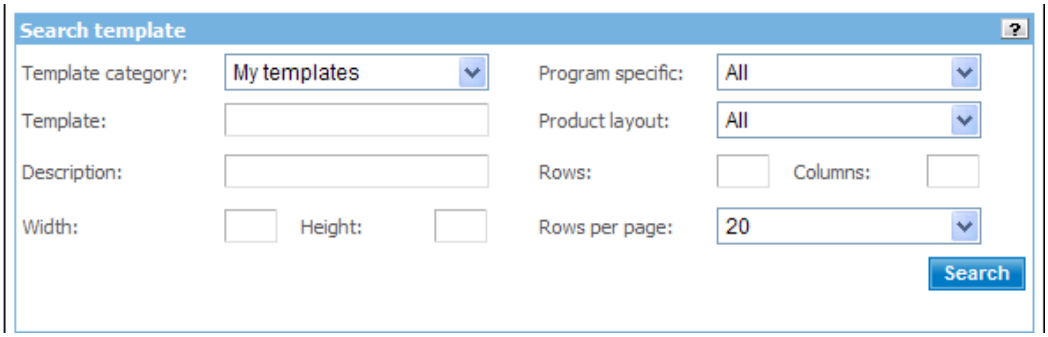
- **Rows and Columns**: Search on the amount of rows and columns in the Template.
- **Rows per page**: Specify number of Templates to display per page.



5. Create Template

This chapter includes everything needed to set up the Template and includes the following chapters:

- **General Settings**: How to set the general settings of the Template.
- **Editor**: How to edit the Template

It is also possible to create a Template by copying an existing Template. Search for the Template to copy (see Search Template above) and click on the name, choose Copy. You are re-directed to the General settings of the Template. Change the name of the Template, any other changes needed is explained in the following chapters. Click Save.

1. Click **Ad management** and then **AdTool** in the left-hand menu.

2. Click **Create Template**

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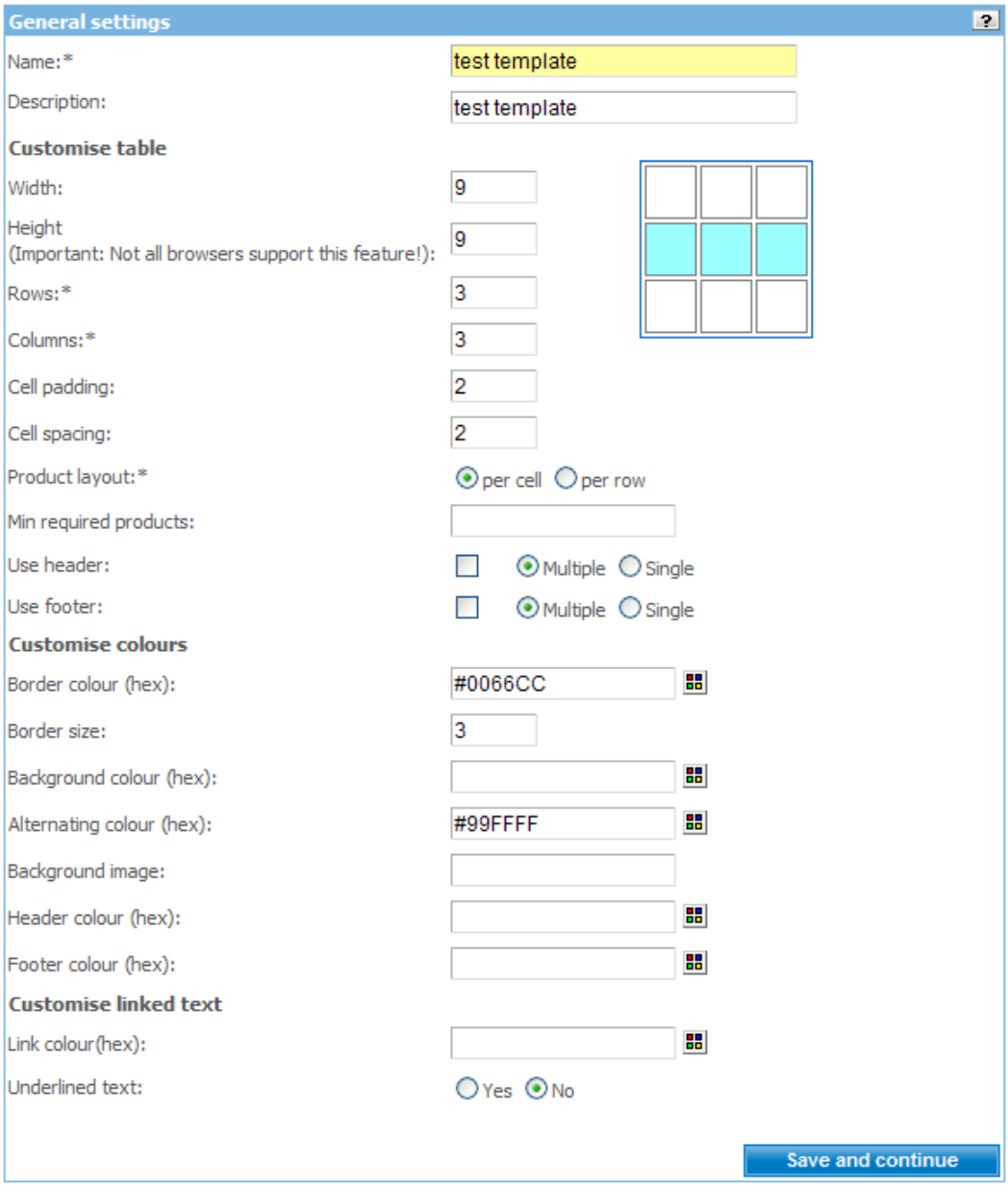

General Settings

A Template is a table that displays the products of the Content Unit. A preview image of the table is displayed while it is being edited.

1. Fill in the following information:

- Name: Name the Template.
- Description: Add a description of the Template (Optional, but searchable on the search Template page).

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Customize table:

- Width: Enter width in pixels of the table.
- Height: Enter height of the table.
- Rows: Enter number of rows.
- Columns: Enter number of columns per row.
- Cell padding: The space between the border of the cell and the text, if the field is left empty, the cell padding is set to default.
- Cell spacing: The space between the cells themselves in the table, if this field is left empty, the cell spacing is set to default.
- Product layout: Choose **Per row** if you want to display the different types of information of a product (image, description) in one row in separate cells after each other. **Per cell** displays all the product information in a single cell (image, description).
- Min required products: Sets the minimum amount of products that the ad requires.
- Use header: Tick the checkbox to use a header. Tick **Multiple** to add one header for each column. Tick **Single** to add one header for all columns.
- Use footer: Tick the checkbox to use a footer. Tick **Multiple** to add one footer for each column. Tick **Single** to add one footer for all columns.

Customize colours: (colours can either be entered in hex or picked from the colour chart):

- Border colour: Enter colour of the border, no border, leave empty.
- Border size: Enter size of border in pixels. If this field is left empty, the size is set to a default.
- Background: Enter the background colour.
- Alternating colour: To get a separate colour on every second row, set a different colour to the background colour.
- Background image: Enter the URL to the background image. Leave this field blank to use a background colour.
- Header colour: Enter colour for the header.
- Footer: Enter colour for the footer.

Customized linked text:

- Link colour: Enter colour for links.
- Underlined text: Tick the checkbox, **Yes** or **No**, to choose if links should be underlined.

2. Click **Save** and continue

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Editor

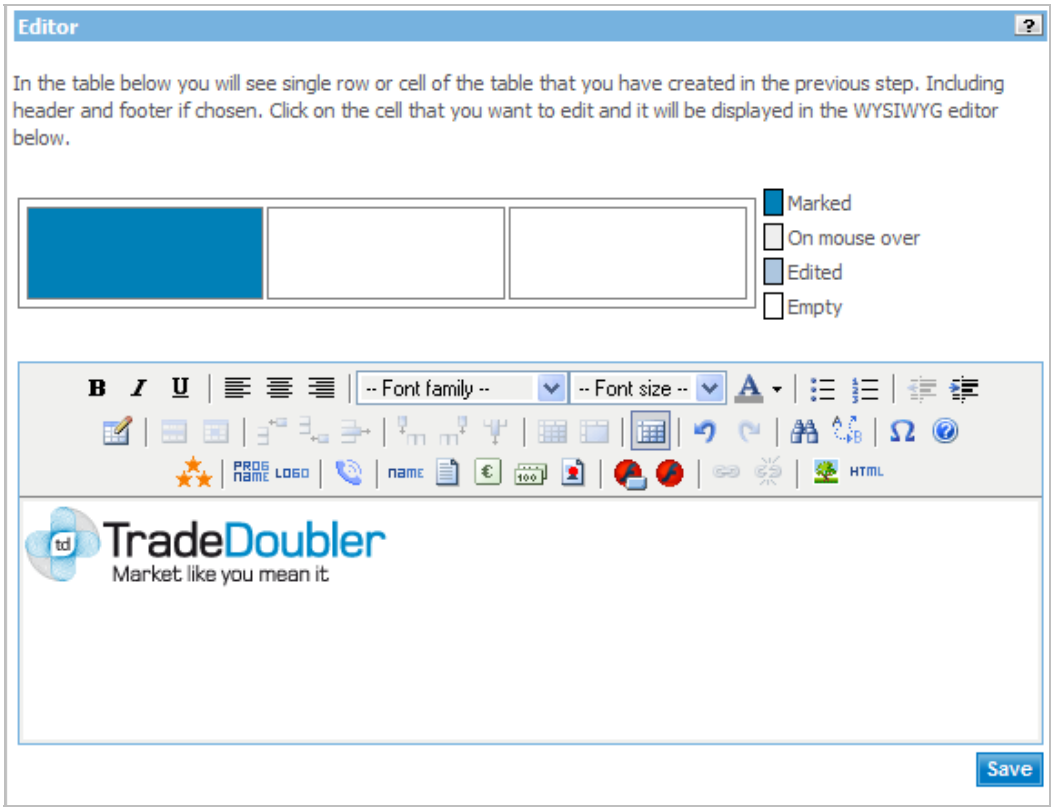
The editor displays the header, footer and one row of the created Template. Below the cells is the editor, the tools with which the content of the table is added and edited. Under the tools is the actual working area where the content is added. Each of the tools in the editor is described in chapter Editor. For instructions on advanced editing of images and links see, Appendix Advanced Editing. To add and edit content:

1. Click the cell to edit.

2. To add content, click one of the tools in the editor.

3. To edit content, mark the content and click one of the tools in the editor to make the changes. For more information on editing the table, see chapter Editor

4. Click **Save** after each cell is finished.


Editor
In the table below you will see single row or cell of the table that you have created in the previous step. Including header and footer if chosen. Click on the cell that you want to edit and it will be displayed in the WYSIWYG editor below.
Marked
On mouse over
Edited
Empty
-- Font family --
-- Font size --
TradeDoubler
Market like you mean it
Save

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Show Code / Preview

On this page the website and Content Unit is selected to preview the AdTool Unit. A Content Unit must have been created before preview is possible.

1. Click the **Show code/preview** tab

2. Fill in the following information:
   - Select website
   - Select type of code, JavaScript or Iframe
   - Select Content Unit in the dropdown list
   - Select encoding in the dropdown list

3. Click Preview

4. Copy the code and paste it in the HTML code of the website.

6. Search AdTool Unit

To search for an AdTool Unit:

1. Click **Ad management** and then **AdTool** in the left-hand menu, click **Search AdTool Unit.**

2. Created AdTool Units are listed, click the name to view an AdTool Unit or click the link **Show code** to view the code.

3. To search for a specific AdTool Unit, enter the search criteria:

   - **Program name or ID**: Search for AdTools in a specific program.
   - **AdTool name**: Search for an AdTool of a specific name.
   - **Description**: Enter a word or a text that could match a description of the AdTool you are searching for.
   - **Width** and **Height**: Enter a specific size in pixels.
   - **Product layout**: Choose **Product row** if you are searching for an AdTool with the different types of information of a product (image, description) in one row in separate cells after each other. **Product cell** displays all the product information in a single cell (image, description).
   - **Rows and Columns**: Search for an AdTool with a specific amount of rows and columns.
   - **Rule**: See chapter **Rules for Content Unit** above.
   - **Keyword**: Search for AdTools by related keywords.
   - **Rows per page**: Choose how many programs that you want to view per page.

4. Click **Search**

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7. Editor

This table is an overview of the tools in the editor. Some tools are only available for cells and some only for headings and footers; this is indicated in the description. Some buttons are only visible when an object has been marked. The first table describes the tools for editing text and tables. The next table describes the tools for adding content.

Icon	Name	Description
	Bold	Text editors. Mark text and click tool to edit the text or select font and size in the drop down list.
	Italic	
	Underline	
	Align left	
	Align centre	
	Align right	
- Font family -	Select Font	
- Font size -	Font size	
	Text colour	
	Unordered list	Mark text and click tool to make a numbered or bulleted list.
	Ordered list	
	Outdent	Mark text and click tool to set the text to the left or right.
	Indent	
	Insert new table	Tools to insert table and to set properties of the table.
	Table row properties	
	Table cell properties	
	Insert row before	
	Insert row after	
	Delete row	
	Insert column before	
	Insert column after	
	Delete column	
	Split table cell	
	Merge table cell	
	Toggle guidelines/ invisible elements	Takes away the gridlines of the inserted table,
	Undo	Click to redo or undo the latest actions.
	Redo	
	Find	Find and or replace items added to the table.
	Find/replace	

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This table describes the tools for adding content to the Template table.

Icon	Name	Description
	Insert custom character	Add common custom characters
	Insert review data	Not available for a header or footer. Retrieves reviews of the advertiser. Select the style in which to display the review, numbers or stars. Numbers displays the review in numeric value between one and five. Stars display the review in a number of stars from one to five.
	Program name	Not available for a header or footer. Retrieves the program display name that is set in the general settings of a program.
	Program logo	Not available for a header or footer. Retrieves the program logo that is the logo that promotes the program at the TradeDoubler website. This logo is specified in the general settings for a program.
	Insert call number	Use this button to create an AdTool for td Talk. The phone number to the advertisers call centre is retrieved when the ad is connected to a td Talk segment.
	Product name	Not available for a header or footer. Retrieves the name of the product. Choose amount of characters per line, i.e. how many characters before a line break.
	Product description	Not available for a header or footer. Retrieves the description of the product. Choose amount of characters per line, i.e. how many characters before a line break.
	Currency	Not available for a header or footer. Retrieves the currency of the products.
	Price format	Not available for a header or footer. Choose how the price of the products is displayed. Standard, No decimals, No zero decimals or Decimals rounded.
	Insert product image	Not available for a header or footer. Adds a product image. Edit the image by clicking on the Insert/edit image button. For more information; see the Advanced Editing chapter.
	Insert/edit pool	Only available for a header or footer. A pool is a set of ads displayed in a specified order. Select size and pool from the drop down list.
	Insert/edit Flash button	Not available for a header or footer. Choose style, size and button text in the pop up window. The Link field determines where the button link should lead. The default link is to the product. The Target field determines if the link should open in a new window or be displayed in the same window.
	Insert/edit Flash movie	Enter the URL to the Flash movie in the Flash-File field. Select the size of the Flash movie in the Size fields. Choose the size in pixels or in percent.
	Insert/edit link	To enable this button, write and then mark the text of the link. For more information see the Advanced Editing chapter.
	Unlink	Click the link then the Unlink button to remove a link
	Insert/edit image	To import and adjust the look and feel of images. For more information see the Advanced Editing chapter.
	Edit HTML source	Opens a window were it is possible to make changes to the table directly in the HTML code.

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8. Advanced Editing

Insert/edit link /

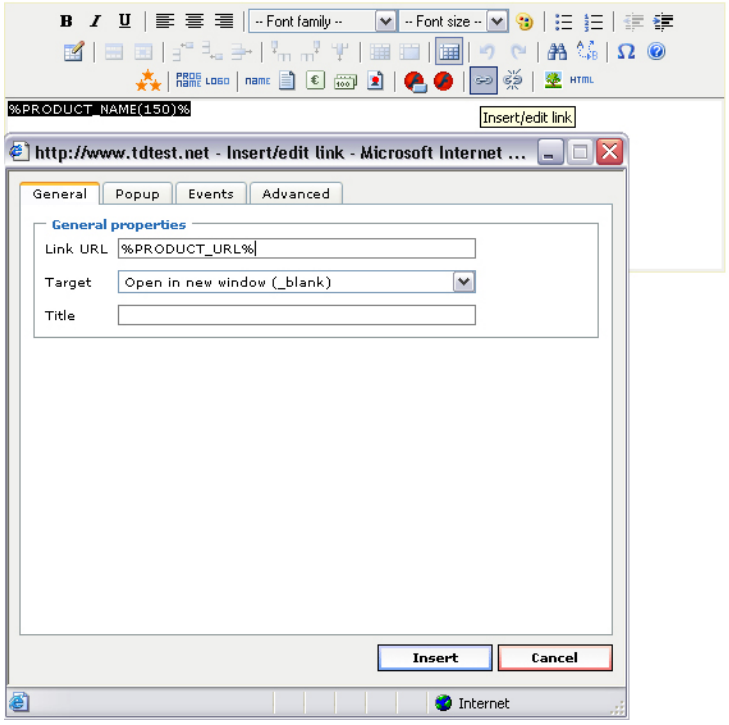
This function creates a regular link to a website.

1. Mark the text that to link and click **Insert/edit link**

General

1. Click the General tab

- Link URL: The value of this field is retrieved from the Content Unit and redirects the visitor to the product page of the advertiser.
- Target: Select in which way the link window should open.
  - Open in this window / frame
  - Open in new window (_blank)
  - Open in parent window / frame (_parent)
  - Open in top frame (replaces all frames) (top)
- Title: Enter a title
- Click **Insert**.



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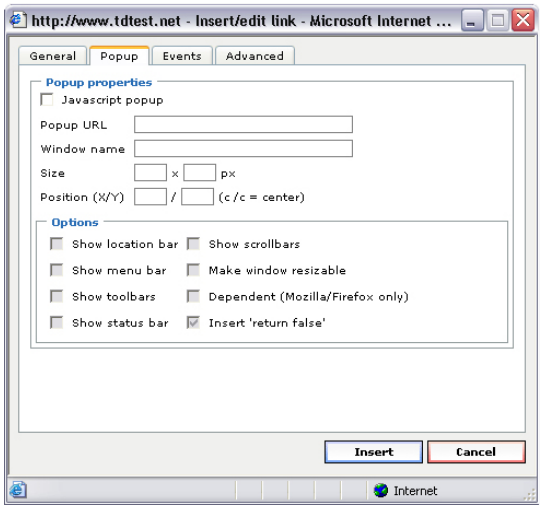
Popup

This function creates a popup link to a website.

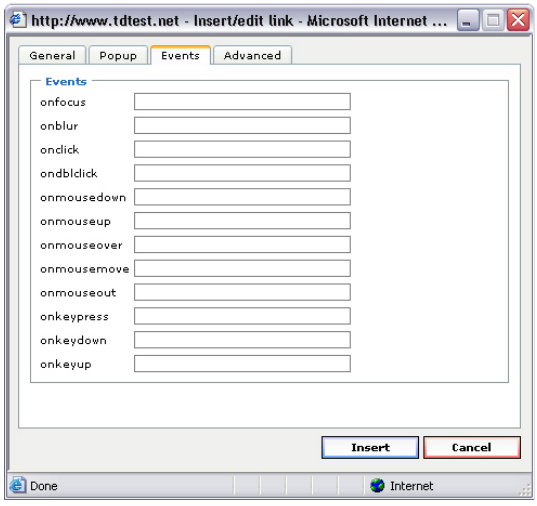
1. Click the Popup tab

2. Popup properties: This section specifies the properties of the popup window. Fill in the following fields:
   - JavaScript popup: Tick this checkbox to open the link in a new window
   - Popup URL: Enter the URL of the link. To make the link go to the product website, write %PRODUCT_URL%
   - Window name: The name of the window in which the popup is opened. If no such window exists, it is created when the link is clicked
   - Size: Specify the width in pixels in the first Size field and the height in the second Size field.
   - Position: Determines where the popup appears on the screen. 0, 0 (zero, zero) is the upper left hand corner.
   - Options: Tick checkboxes to further specify the popup.



Event

The Events tab makes it possible to customize the events that are triggered by a visitor's action. Enter the JavaScript that should be triggered by the event.



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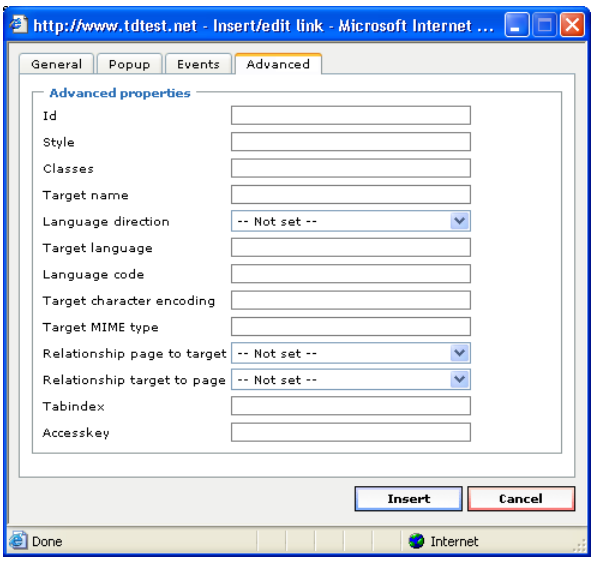
Advanced

The Advanced tab customizes the link further.

- Id: This ID can be used when including the attribute in CSS or JavaScript.
- Style: Sets the style of the link
- Classes: Sets the class of the link
- Target name: Indicates in which window the popup is opened. If no such window exists, it is created
- Language direction: Left to right or right to left
- Target language
- Language code: Sets the base language of an element's attribute values and text content
- Target character encoding
- Target MIME type
- Relationship page to target/relationship target to page
- Tabindex: The order in which elements becomes active when the visitor presses TAB.
- Accesskey: An access key allows a visitor to immediately jump to a specific part of a web page via the keyboard.



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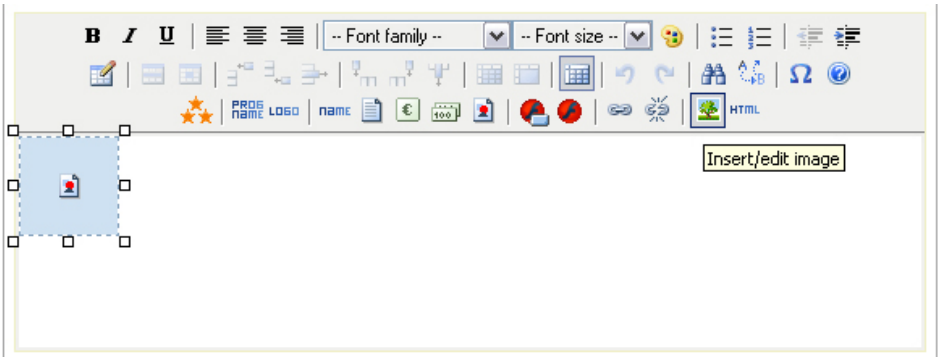
Advanced Image Editing

To adjust the look and feel of images:

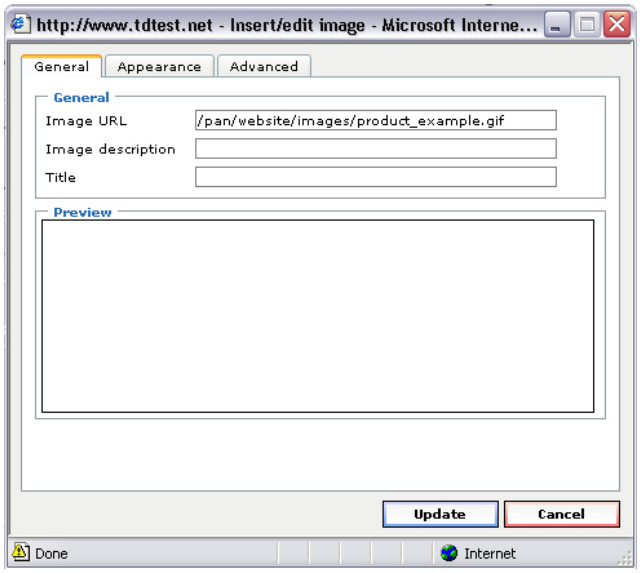
1. Click on the image
2. Click **Insert/edit image**



General

The general tab displays the following:

- Image URL: The URL is the URL to the image
- Image description: Enter a description here
- Title: Enter a title
- Preview: Displays a preview of the image



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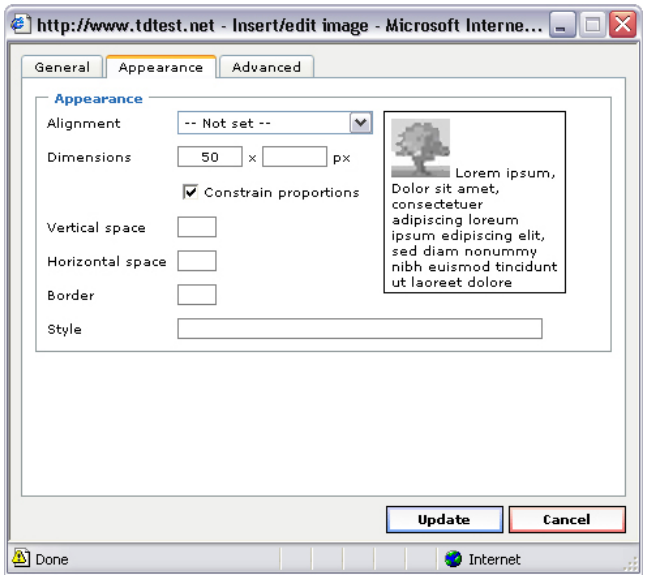
Appearance

Edit the image in the appearance tab.

1. Make changes to the image; a preview of the changes are presented in the field to the right.
    - Alignment: Choose alignment in the down list.
    - Dimensions: The first **Dimensions** field determines the width of the image in pixels. To make the image constrain its proportions, leave the second field blank and tick the checkbox **Constrain proportions**. To change the height of the image, enter the height in the second **Dimension** field and leave the first field blank. Remember to tick the **Constrain proportions** checkbox.
    - Vertical and Horizontal space: Enter number of pixels for space around the image
    - Border: Enter amount of pixels to define the thickness of the border.
    - Style: Add URL to an external CSS.



Advanced

The advanced tab offers more advanced editing features.

The Swap image section enables an image to be displayed when the mouse moves over an image or when the mouse leaves the image area.

- Mouse over and mouse out, to add images, enter the URL of the images in the field.

Miscellaneous

- Id: Fill in this field to set an ID, this ID can be used to include the attribute in CSS or JavaScript.
- Language direction: Left to right or right to left
- Language code: Set the base language of an element's attribute values and text content.
- Long description link: Set a link to another attribute.

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